

# NEWS RELEASE

Indiana Criminal Justice Institute



Communications Division

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## FOR IMMEDIATE RELEASE

January 31, 2008

### ***Super Bowl Fans Don't Let Super Bowl Fans Drive Drunk*** **Pass Your Keys to a Designated Driver This Super Bowl Sunday**

(Indianapolis, IN.) – The Governor's Council on Impaired & Dangerous Driving today announced that they are joining forces with the National Football League (NFL), the Techniques for Effective Alcohol Management Coalition (TEAM), the National Highway Traffic Safety Administration (NHTSA), and more than 250 state and local law enforcement agencies to promote safe and responsible driving this Super Bowl weekend.

"The goal of this effort is to promote social responsibility by reminding everyone that impaired and dangerous driving behaviors carry severe consequences," said Curtis Hill, chairman of the Governor's Council on Impaired & Dangerous Driving. "Whether you are attending a party or hosting one, all Hoosiers are strongly urged to designate a sober driver before consuming any alcohol," Hill continued.

Last year in Indiana, from January 28 - February 5<sup>th</sup>, 2007 there were a total of 97 collisions and four fatalities involving drivers with a BAC (blood alcohol concentration) of 0.08 or greater.

In order to deter impaired driving on Indiana's roadways this Super Bowl weekend, state and local law enforcement agencies will deploy special patrols to detect and arrest those who drive under the influence of alcohol and other substances. Law enforcement officers will also conduct high-visibility enforcement patrols to detect motorists who exhibit other aggressive driving behaviors; including, but not limited to speed, red light running, and tailgating.

According to NHTSA, 130 people, representing 39 percent of all traffic fatalities, died during the 2006 Super Bowl weekend in crashes involving impaired drivers with blood alcohol concentration (BAC) levels of .08 or higher.

This effort is part of the NFL-TEAM's season-long *Responsibility Has Its Rewards* national designated driver program. During the 2007/08 NFL season, more than 100,000 football fans pledged to be a sober designated driver. For 2008, TEAM projects that

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number will continue to increase as more fans plan ahead and make the responsible, winning play.

Hill states that, “designating a sober driver should be on the top of everyone’s Super Bowl party list.”

## **If you are hosting a Super Bowl party:**

- Remember, you can be held liable and prosecuted if someone you served is involved in an impaired driving crash.
- Make sure all of your guests designate their sober drivers in advance, or help arrange ride-sharing with other sober drivers.
- Serve lots of food and offer a variety of non-alcoholic beverages at the party.
- Stop serving alcohol at the end of the third quarter of the game and begin serving coffee and dessert.
- Keep the numbers for local cab companies handy, and take the keys away from anyone who is thinking of driving while impaired.

## **If you are attending a Super Bowl party or watching at a sports bar or restaurant:**

- Avoid drinking too much alcohol too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcoholic drinks.
- Designate your sober driver before the party begins and give that person your car keys.
- If you don’t have a designated driver, ask a sober friend for a ride home; call a cab, friend or family member to come and get you; or just stay where you are until you are sober.
- Use your community’s Sober Rides program
- Never let a friend leave your sight if you think they are about to drive while impaired. Remember, *Fans Don’t Let Fans Drive Drunk*.
- Always buckle up – it’s still your best defense against other impaired drivers.

*The Governor's Council on Impaired & Dangerous Driving serves as the public opinion catalyst and the implementing body for statewide action to reduce death and injury on Indiana roadways. The Council provides grant funding, training, coordination and ongoing support to state and local traffic safety advocates.*

*The TEAM Coalition—an alliance of professional and collegiate sports, entertainment facilities, concessionaries, the beer industry, broadcasters, traffic safety experts and others—works to promote responsible drinking and positive fan behavior at all sports and entertainment facilities.*

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For more information, please visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org) or [www.TeamCoalition.org](http://www.TeamCoalition.org).

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